

>>> **Edito**

The Urban2-Unicités programme has now reached its half-way point. The Monitoring Committee, which met on 2 April of this year, provided an opportunity to salute all the work that has been accomplished since the end of 2001. Urban means action, as the achievements of the last three years clearly show. You will find regular information about them in this newsletter.

In the heart of our districts, these operations complement the large-scale projects that are underway (rehabilitation of the quaysides, renewal of Bordeaux Bastide and the Hauts-de-Garonne, revitalisation of the historic centre...) and are transforming the city. In this respect, the recent start-up of services on Lines B and C of the tram network, after Line A in December 2003, represents a crucial step in the sustainable development of the centre of Bordeaux, the main objective of the Urban programme.

It is this territory in the throes of transformation that will be presented to the members of the Urban France Network when they meet in Bordeaux on 16th, 17th and 18th June 2004. The network brings together the nine French Urban programmes*. As well as on-site visits, the three days will also provide a chance to exchange ideas about the experience gained so far.

*Bastia, Clichy sous Bois / Montfermeil, Grenoble / Fontaine / Seyssinet / Echirolles / Pont de Claix, Grigny / Viry-Châtillon, Le Havre, Mantes la Jolie / Mantes la Ville, Les Mureaux / Ecquevilly and Strasbourg.



Alain Juppé,
MP and Mayor
of Bordeaux

Conchita Lacuey,
MP and Mayor
of Floirac



Alain David,
Mayor of Cenon

>>> **URBAN2/Unicités**

A facelift for the historic city centre!

From the Place des Quinconces to Sainte-Croix, from Saint-Michel to Pey-Berland, the districts of the city centre are changing! An active, welcoming historic centre where people live – that is the ambition of this project.



Composed of a set of districts that are much visited by the population of the city as a whole, the Historic Centre of Bordeaux offers remarkable heritage, but also uncomfortable, unhealthy living conditions in places. Since 2002, public and private partners have been focussing their efforts on three priorities:

> enhancing quality of life
this priority involves the improvement of public spaces (squares, streets, restricted motor vehicle access...), the provision of a better range of local services (day-care centres, business premises) and an improved living environment (selective waste collection bins hidden underground, renovation of street lighting...).

> raising the cultural and economic profile of the historic city centre
the aim in this respect is to make the city centre even more attractive than it currently is, notably in terms of culture and leisure activities and the development of services.

> reconciling good living conditions and the protection of our heritage
the objectives here are to increase and diversify the supply of housing.

Particular attention is paid to ensuring healthy living conditions and to giving satisfaction to the people who wish to stay in the district where they currently live. InCité is responsible for this target (see box).

And what about Europe in all this?
Urban2/Unicités has already supported a large number of projects in the historic city centre and, in particular, urban improvement work and measures to favour less invasive modes of transport. We will mention the installation of restricted vehicle access systems, the renovation of Rue Saint-James or the installation of underground rubbish containers for selective waste collection. On top of all this, associative cultural projects created in these urban districts are also being set up. In short, Europe is helping us to reconcile history and modernity!

What is InCité?

InCité is a semi-public company entrusted by Bordeaux City Hall with the task of leading this project on housing issues and with playing the role of a mediator, facilitator and developer. In more concrete terms, InCité informs, advises and guides the public free of charge, in matters relating to financial support, rehousing applications... InCité can also acquire buildings to redevelop them and provide larger accommodation units or to demolish them, in some cases, to provide a little more space in some of the most densely built-up areas.

For any further information, contact InCité on 05 56 52 84 02

>>> Interview



"We are contributing to the debate"

Right from the beginning of the Urban2 programme, the nine French sites involved were keen to exchange ideas and compare their experience with the aim of being more efficient. In order to do so, they set up the Urban France Network.

We met the Network's Director, Jean-Claude GRISONI, on the occasion of his visit to Bordeaux for the seminar organised by the Network:

After 20 months of activity, what initial assessment can be made?

Jean-Claude Grisoni : "The main mission of the association is to provide practical, adapted services to the local politicians and partners on the 9 French programmes, to improve their knowledge of the implementation of European programmes (management, regulations, communication...). To achieve this, we have set up training sessions, national and European exchanges and measures to capitalise on good practice. We have also produced methodology guides and an information leaflet, and the www.urban-france.org website centralises all the essential information".

At this half-way point, what would you say about the first results of these programmes in deprived urban areas?

J.C.G. : "The Urban programmes have supported a large number of local projects in the different districts involved. To give just a few examples, there is the multimedia centre in Ecquevilly in the suburbs of Paris, a public health centre in Grenoble, a company incubator in Viry-Châtillon... Thanks to Urban, the population can measure the difference Europe makes to its daily life in very real terms. And if we look beyond the visible work in the field for just one moment, these programmes have also developed a partnership-based approach to work which will, I hope, continue".

After 2006, how could Europe continue to support the development of cities?

J.C.G. : "There can be no doubt that the economic and social development of cities will be a priority for Europe in coming years. And I can tell you, the expectations of the local authorities are as great as they are varied. Our experience and the work carried out with all the people in the field are contributing to the debate by circulating information about successful projects and good practice. It is in this respect that our work takes on its full significance".

>>> Zoom on a project

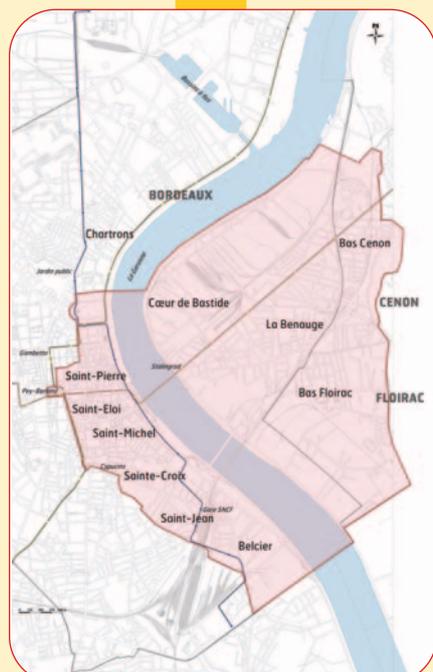
New perspectives for Bas-Floirac

In 2002, **Urban2/Unicités** supported a study (Fagart-Mandouze) to define the outline of an extensive urban renewal programme for this area.

The development of Bas-Floirac is organised around four main sites:

- > the Libération district: a construction / partial demolition project to encourage local residents to stay in the area
- > Black Clawson industrial wasteland: construction of 400 dwellings
- > Les Etangs: construction of 140 dwellings
- > Quayside Development Zone: construction of 850 dwellings, a school and arrival of about forty companies.

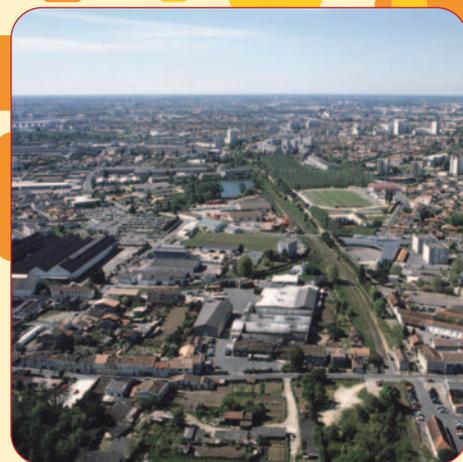
Thanks to this project, no less than



URBAN2Unicités area

1,700 dwellings will be built over the next twelve years, making a plentiful, varied supply of housing which should lead to the arrival of new inhabitants.

This vast housing development project will be accompanied by a large number of other operations:



- > creation of a skate park and a city stadium (summer 2004)
- > improvement of Cours Pasteur and Cours Gambetta (end 2004)
- > improvement of the centre of the Libération district in 2005
- > construction of a multi-purpose community hall in 2006
- > development of a cycle track in Jaurès district in 2007.

All these measures aim to make the area more attractive and to offer all its inhabitants, new arrivals and long-standing residents alike, better quality of life.

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> To find out more about URBAN2/Unicités ?

Contact us on +33 (0)5 56 10 27 87
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A brochure is at your disposal.